#### Second Week of the May Sale of White

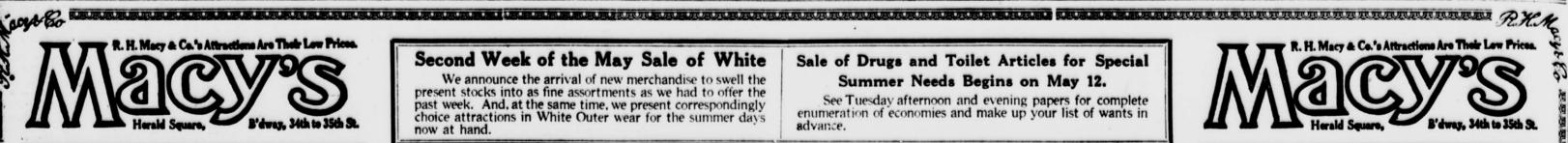
We announce the arrival of new merchandise to swell the present stocks into as fine assortments as we had to offer the past week. And, at the same time, we present correspondingly choice attractions in White Outer wear for the summer days

White Suits and Skirts

For the Summer Wardrobe

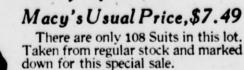
#### Sale of Drugs and Toilet Articles for Special Summer Needs Begins on May 12.

See Tuesday afternoon and evening papers for complete enumeration of economies and make up your list of wants in



# Second Week of the Great May Sale

#### Boys' Hand-Embroidered Tub Suits, \$4.96



The materials—white pique or repp, were imported and the beautiful embroidery which embellishes the garments was made by the deft needlewomen of Madeira.

These Suits are made in the Dickens, Middy, Russian and Sailor Blouse model, in sizes from 21/2 to

As will be seen by the illustration the Suits are of the kind which add greatly to the attractiveness of the little chaps.

A larger assortment than ever be-fore of Boys' Washable Suits in new and exclusive models (not overlooking the staples) at from 94c Macy's Second Ploor, Rear

of the moment—flaring in line and extremely graceful. add a little to its cost, though much to its charm. White Linen Suits-for town or country wear; a model with jaunty coat, pleated at the back into a stitched belt and with straight loose fronts-decidedly mannish in style. Four patch pockets give it the desired "Sport Suit" air; collar, revers and

down the front with large buttons and is finished with a belt drawn through straps. Priced \$13.74 "Palm Beach Cloth" Suits-In white or in natural, Ideal Summer Suits for shopping or sport wear, are cool and porous in weave, launder as well as linen, and retain their crisp, semi-lustrous finish. A rolling collar of blue linen finishes the strictly tailored coat, loose at back and very well

cuffs are faultless in line and tailoring. The wide skirt buttons

cut; the flaring skirt is strictly tailored. Cotton Galardine Shirts — with huge patch pockets, buckled belt and buttoned fronts—are \$4.49
Irish Linen Skirts—with military pockets and cut pearl button trimmings, are \$5.49

White Washable Corduroy Shirts, at \$2.89 and \$4.69 in narrow and wide ribbed effects; ideal for Sports wear, with trim tailored belts, pockets and large buttons.

Cool, crisp, smartly tailor- |

ed Suits and Skirts of im-

maculate white-fashioned to

conform to the "silhouette"

Macy's-Third Floor, Broadway.

Suits and Skirts without

which no feminine wardrobe

would be complete-and so

inexpensively priced that they

#### Filmy Frocks of White

In Sixty or More Styles White for summer daytime and evening Dresses. White for the simplest and most elaborate Gowns.

White for the graduate; White for the bride. A collection doubly interesting because Fashion has

decreed a "white season" and these charming Frocks feature the latest fancies of "Jenny," Premet, Mar-tial-Armand and others, from whose models they have been adapted and copied. NET -- fine meshed and always de- | NET and Point d'Esprit; net and wide bands of embroidered net lace, net with organdie embroidery in

lightfully effective makes the smartest luncheon, dancing and afterclever combination effects, in scores noon Frocks. For as little as \$11.74 of lovely new models at \$12.74, \$14.74 and \$16.74. All with wide there are net Dresses with quaint bolero bodice and flaring skirts of three accordion pleated ruffles.

skirts and picturesque bodice ef-fects. Soutach: Braid Embroidery—the very latest whim of Fashion-elaborates a net Frock of distinctive style at \$18.74. Sheer White Voile—filet lace trimmed or with net embroidered lace or with delicate colored voile—in adorable little Dresses, at \$11.74, \$14.74 and \$16.74.

More elaborate Dresses that would grace the garden party, the country club dance, or more formal occasions, at prices ranging

Wedding Gowns—In taffeta, "souris" and lustrous satins—in several exquisite models—with square short or long trains; filet, shadow lace and silk tulle bodice and tiny clusters of "valley lilies" adorning corsage and fastening the draperies, are \$27.75, \$28.75 and \$29.75. Macy's-Third Ploor, Broadway.

#### At "May Sale" Prices White Embroidered

Voile Flouncings (yd.) 24c 42 inches wide in large effective designs. Will make charming Sum-mer Gowns at very little cost. Novel Corset Cover

**Embroideries** 

Embroidery (yd.) Less than wholesale price for this dainty embroidery. Sheer Swiss Muslin, 17 inches wide, prettily Sheer Swiss and broad eyelets to draw 134 inch

Embroidered Bands and Galloons, (yd.) Handsome eyelet effects and heavy floral designs 4 to 51/2 inches wide.

Baby Flouncing (yd.) Daintiest designs on sheer muslin finished with ruffle. 25 inches

Embroidered Muslin All-Overs (yd.) 21 inches wide: choice designs in large flowered effects; also dainty Baby patterns.

Novelty Embroideries (yd.) 69c Macy's Usual Price 98c
White grounds of fine Organdie or
Crepe handsomely embroidered in
rich colorings: Pompadour effects,
black and white, old rose and blue -25 inches wide, with novel, cutout edges. These will make adorable Summer Frocks.

Macy's-Main Floor, Centre.

#### Rich Ostrich Neck Boas Macy's Usual Price \$7.89

### Special \$4.96

We purchased 400 of these handsome Neckpieces at a remarkable price concession. They are made of the best Ostrich stock and are very thick and full, finished with large Satin Ribbon bow. These are beautiful enough to be worn with any gown-on any occasion. They take the place of furs and are equally attractive. 24 inches long (as illustrated).

Table Linens

ask Tablecloths (from Ireland)

full bleached and in several new patterns. Serviceable and

durable, and at the price

Cloths 72x72 inches \$2.39

Cloths 72x90 inches \$2.97

Cloths 72x108 inches \$3.69

Napkins to match, 22x22 inches

Irish Damask Napkins

24x24 inches (doz.) \$3.39

All linen, in six different all-

over patterns. This is a

heavy Napkin, especially good for hard wear.

Webb's Huck Towels

19x34 inches (doz.) \$3.48

heavy and absorbent. Plain

white or with blue or red

During the week there will be

a special display in our Linen Department of nat-

ural flax color all linen

Bungalow Tablecloths, plain

or scalloped, at very special

Macy's Second Ploor, 35th St.

All linen, dew-bleached,

(doz.) \$2.79, and 24x24 inches

quoted exceptional values.

(doz.) \$3.49.

borders.

prices.

A special purchase of extra heavy all linen double dam-

White, Black, Navy, Pearl Gray, also White with Black.

#### White Ribbons

in the May Sale Attractively Priced

Moire, Taffeta and Self Stripe Ribbons, all silk quality, 6 inches wide-also plain and Moire Taffeta (yard) 29c

White Satin Taffeta Ribbons: lustrous face, all silk quality. 3 inches wide (yd.) 18c 4 inches wide (yd.) 24c 514 inches wide (yd.) 29c 614 inches wide (yd.) 39c

These will make dainty sashes and rosettes.

Lingerie Ribbon, Washable Satin with dainty bow-knot pattern-all silk quality.

White and delicate colors. No. 1 (10 yd. piece) 27c No. 11/2 (10 yd. piece) 36c No. 2 (10 yd. piece) 54c No. 3 (10 yd. piece) 74c (10 yd. piece)

No. 9 (10 yd. piece) \$1.64 Rosettes and Bows tied without charge.

Macy's Main Floor Rear.

#### Women's Dainty Neckwear, 69c



The Puritan Collar (illustrated) of double organdie, extending out to the shoulders, adds a striking and tasteful touch. Has a long pointed front and is finished with the small crochet but-

Macy's Main Floor. Centre.

#### White Laces

For Trimming Purposes

Hand-Crochet

like iron.

Picot Edging (yard). Usually called Irish crochet; made by hand by the peasants in Italy-a dainty finishing edge that will wear

White and Cream Shadow Lace Flouncings (yard). 24c 17 inches wide; choice variety of designs.

Bretonne Nets (yard). Macy's Usual Price 49c White or Cream: 72 inches wide: unusual quality.

Venice Lace Bands (yard), 49c Wholesale Prices were 65c to \$1.20 yd

An importer's overstock purchased for cash at remarkable concessions. Included are Galloons and Edgings -3½ to 9 inches wide, in a variety of effective pat-

Lace Flouncings (yard), 69c Verified Price elsewhere \$1.00.

White and Cream, Filet and Shadow Lace effects. This width (35 inches) is particularly desirable for the prevailing style of Summer

Macy's Main Floor, Centre.

#### French Underwear A New Importation

Trade conditions have curtailed the output of this loveliest of Lingerie, but have not affected its exquisite perfection. These latest arrivals-fashioned of sheer batiste and nainsook, hand-made in every tiny stitch are marvels

of daintiness; delicate embroideries and rare laces, tiny tucks, dots and scallops are so artfully combined that they seem the work of fairy fingers. Notable among the novelties

"Chemi-Pantalons"—pretty and practical with flaring drawer and bodice top; sleeveless Night Gowns—distinctly Empire in style; Camisoles with tiny sleeves; Petticoats laced at foot and scores of charming models, all conforming to the fashionable "silhouette." All Very Specially Priced for the May White Sale.

Pique Petticoats-\$1.94 and \$3.49.

Chemises—89c, \$1.89, \$2.49, \$2.94, \$3.89 and \$4.24. Combinations—(skirt and corset cover models) \$1.89, \$2.24 and \$2.89. Combinations—(drawers and corset cover models) \$2.24 and \$3.49.

Petticoats—94c, \$1.39, \$1.94, \$2.24, \$2.69, Drawers—\$1.29, \$1.89, \$2.49, \$2.69, \$3.89, Night Gowns—\$1.29, \$1.69, \$1.89, \$2.89, \$3.49, \$3.49, \$3.49, \$3.49, \$3.49, \$3.74, \$4.89, \$6.89, and \$8.74.

Corset-Covers—\$1.89, \$2.24, \$2.89, \$3.49, \$3.89 and \$4.49. Macy's-Third Ploor Centre, Rear.

#### For the White Sale New Blouses---Four Models, \$2.79



tailored model, with cluster tucked fronts, collar and cuffs. Crepe de Chine with "lattice" hemstitching, tailored model with convertible collar. Flowered Chiffon in very dainty model

with lace edged chiffon collar; handkerchief cuffs finish the short sleeves. with creamy shadow and Maline lace

in "bolero" model.

cuffs of white crepe de chine, tasseled tie of blue moire ribbon.

Smart Blouses of Georgette Crepe, \$8.74 (lower illustration) in white and delicate tints, tucked and hemstitched model with washable satin collar and cuffs.

#### Lovely Negligees of Crepe de Chine, \$5.74

A picturesque Empire model (as il-

Crepe de Chine Negligees. Coatee Model

Empire Negligees of French Pompadour Crepe

Negligees of Flowered Box-loom Crepe In every new and wanted color. Negligees with accordion pleated skirt and simple bodice finished with hemstitched organdie collar and cuffs. Macy's Third Ploor 34th Street

Imported Persian Lawn (yd.) 29c

Macy's Usual Price 39c

inches wide. Excellent for children's

English Long Cloth (12 yd. piece)

\$1.49

Full 40 inches wide; only a limited

quantity. Macy's Price Was \$1.69

Fine, sheer, durable quality; 45



A quaint little bolero model-the jacket edged with fine pleatings of creamy shadow lace, and finished with satin ribbon bows. The extremely wide skirt falls in graceful swirling folds from a sleeveless underbodice of white net. In pale pink, blue, lavender. Simply charming.

Of white cotton crepe, satin striped and patterned with soft pastel toned roses, these lovely Negligees have deep cape collar, revers and cuffs of white chiffon, embroidered and scalloped in heavy rope silk.

#### White Summer Silks

Our Silk Department contributes its share of dependable merchandise in this great May Sale of White. In the few items mentioned below you will find opportunities for economical purchasing and a host of other good values awaiting you in the

White Crepe de Chine (yard) 89c

Verified Price elsewhere \$1.25. Excellent quality: 40 inches wide

White Tub Silks (yard) 69c

Verified Price elsewhere \$1.00. Satin Striped effects: good quality; 36 inches wide.

35th Street.

White Chiffon Taffeta (yard) 79c Verified Price elsewhere \$1.25.

Dependable quality: 36 wide. White Habutai Silks

(yard) 49c Verified Price elsewhere 650 Excellent quality: 36 inches w

#### Summer Floor Coverings from Japan

of Quaint Charm and Low Cost

Just a few prices-to show what ready money can do for u in artistic Dai Nippon-and a hint of the appropriate summerine that cash captured exclusively for Macy's

Oval Porch Mats and reed; in solid natural colors or with contrasting borders.

4 x 7 ft. \$4.16 8x10 ft. \$12.89

of wear-proof, weather proof rush 30x42 in. \$1.39 6x 9 ft. \$7.94 36x72 in. \$2.74 6x12 ft. \$11.74

Figured Rag Rugs hand-woven; in stenciled design that go beautifully with cretonne tax nishings. 18x36 in. \$ .59 6x9 ft. \$6.89 30x60 in. \$1.48 8 ft.x10 ft. \$10.34

3x 6 ft. \$2.09 9x12 ft. \$13.74 9x12 ft. \$17.48 -Not to Forget Your City Home

We have made reductions on year-'round floor-covering the make it worth while to refit your home before leaving for the country

Royal Wilton Rugs

Reduced fully one-fourth Oriental designs—all perfect, serviceable rugs; fine wool yarn in Persian patterns and a rich variety of colorings.

18x36 in. \$1.74 | 416 ft. x 716 ft. \$10.34

27x54 in. \$3.04 | 8ft.3in.x10ft.6in. \$25.75

36x63 in. \$4.74 | 9x12 ft. \$27.75

Imported Axminster Carpets

Superior designs, longer wear Body carpet 27 in. wide, \$1.74 pr y 22 12 in. wide. \$1.74 pr y 18 in. wide. \$1.54 pr y Borders

Wool Velvet Carpets For Hall and Stairs. New Ores Macy's price \$1.14 per yard.

Inlaid and Cork Linoleum Full rolls, in two and four widselected from our own stock

Some imported, in the tile patter Specially priced at \$1.04 sq. yd. (Former price as high as \$1.39). Figured Cork Linoleum. in his

#### **Period Dining Room Suites**



These Suites possess all the impressiveness of much higher priced furniture, because the purchasing power of Macy's cash has actually brought within lower cost limits—the fine pieces that usually sell for more.

Since we need not reckon (as other stores must) the cost of credit in the price, these savings come to you undiminished. If your means permit the payment of cash, make full use of your big advantage over the credit buyer and profit by the uncommon economies Macy's Furniture Department offers. For instance—

Antique Dutch Dining Room Suite, in gray fumed oak, ten pieces, at \$265.14 Ten-piece Suite in silver gray or fumed aok at \$102.77

Dining Room Suite, Chatelet De sign, illustrated, in beautiful Scotch gray, or fumed oak; chairs of gray, suite upnoisiered ... Spanish leather; ten pieces suite upholstered in gray \$186.00 Jacobean Dining Room Suite. brown oak, 10 pieces, at \$197.68 Dining Room Suite in Scotch gray

chairs upholstered in blue Spanish leather; 9 pieces, at \$209.45

Netherland Dining Suite in drift-wood gray finish; gallery back on china closet and buffet inlaid; chairs upholstered in gray Spanish leather, at \$264.94

Dorothy Vernon Dining Room Suite Jacobean oak: chairs uphol

ing table; ten pieces complete, at solid mahogany; chairs cane seated; ten pieces complete, for

Suite, Adam design, ten pieces, at \$171.00

Dining Room Suite, Sheraton Design, in light fumed oak, 10 pieces, at

stered in figured tapestry; china closet with mirror back; oval din Dining Room Suite, Adam design, in

Ten-piece Mahogany Dining Room

William and Mary Period Dining Room Suite in Butler oak and brown fumed oak, 10 pieces, at Macy's-Sixth Floor.

## Crepe de Chine, in flesh or white-

Lace and Chiffon Blouses of flesh, pink

Two Models, \$3.89

A Smart Model at \$4.74 Blue and white or black and white crossbar crepe de chine in frilled model (upper illustration), jabot, collar and

fitting cuffs.

Crepe de Chine Blouse finely tucked and with convertible collar and close

Georgette Crepe in tailored model, with round collar and pointed vestee.

## Macy's Third Floor 34th Street

#### May Sale of White Wash Fabrics Staple and Novel Weaves at Economy Prices

HOUSANDS of yards of fresh, crisp White Goods which nimble fingers will fashion into dainty garments for the Summer Wardrobe. The assortments are so large and varied that description is impossible—special purchases of Manu-

Novelty Costume Fabrics - newest weaves for 1915 - Special (yd.) 24c

facturers' overstock and our own merchandise make this an event of interest to every woman. Just a few suggestions below: Costume Pique (yd.) 49c Imported Dress Ratine (yd.) 42c

Macy's Usual Price 69c Macy's Usual Price 59c Medium weight; full 40 inches wide. Reliable quality; will not split after For smart dresses and skirts. laundering. 27 inches wide.

\$1.49

\$1.79

10,000 yards of 36-inch goods-including Spot Voiles, 'Nub Stripe Crepes, Tango Crepe, Lace Cloths, Corded and Plain Voiles, Cotton Gabardines and Rivulet Crepe. "Chin Chin" Seed Voile (yd.) 24c

Macy's Usual Price 39c

Price Was \$1.49

\$1.69

\$1.98

Cotton Dress Gabardine (yd.) 39c

Macy's Usual Price 59c

skirts. Plain and striped.

gerie. Sold in 12 yd. pieces only.

36 inches

36 inches

40 inches

Newest cotton fabric for gowns and

Sheer fabric; will launder well; 40 inches wide. Five effective designs in this dainty voile. 40 inches wide. Novelty Crepes (yd.) 24c Macy's Usual Price 39c Hand-loom crepe in open-work crossbar

pattern. 34 ins. wide, ideal for dresses. Macy's Fine Nainsook White Handkerchief Linen Greatly reduced. Soft finish Nainsook of the most Very special. Our own importation from Belfast dependable quality; ideal for Infants' Wear and fine Lin-

Made by the best manufacturer of pure flax. A most desirable assortment-all a yard wide, fine sheer, durable quality. This fine Handkerchief linen is especially suitable for Shirt Waists and Lingerie. Most popular this year.

Imported Lace Voile (yd.) 39c

Macy's Usual Price 69c

Macr's Second Floor, Centre

49c, 69c, 79c, 98c, \$1.39, \$1.79 (yard).

2237 in. wide. \$1.74 pr 36 in. wide. \$2.89 pr

Inlaid Linoleums

wood, tile and matting effect Excellent Value at 59c

Macy's Fourth Floor